ABSTRACT

The instant invention relates to liquid crystal displays of the flexoelectric type operating in the uniformly lying helix mode and in particular to the orientation of the cholesteric liquid crystalline media, which have a short pitch, in these displays by making the system non-symmetric. The media comprise a bimesogenic component, component A and a chiral component, component B. The display comprises one substrate on which the liquid crystal is oriented homogeneously and preferably a second substrate on which the liquid crystal is oriented homeotropically.